

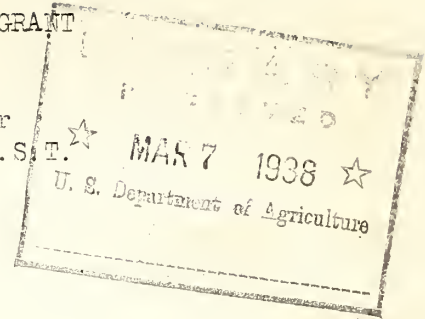
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UNIVERSITY OF WISCONSIN LAND GRANT  
COLLEGE BROADCAST\*

National Farm and Home Hour  
11:30 A.M. - 12:30 P.M., C.S.T.  
December 15, 1937



--ooOoo--

NBC ANNOUNCER:

The National Farm and Home Hour...comes to you today from the University of Wisconsin in Madison...

MUSIC: ON WISCONSIN - UNIVERSITY BAND - FADE UNDER

NBC ANNOUNCER:

"On Wisconsin" - the marching song of the Badger State opens another in the series of Land Grant College programs...presented today by the University of Wisconsin...in cooperation with the United States Department of Agriculture and the National Broadcasting Company. The program provides a visit with students and faculty members of the University and shows how another of the Land Grant colleges aids in meeting changing conditions.

MUSIC: UP FULL TO FINISH

NBC ANNOUNCER:

As guide on our tour today...may I present the Program Director of the University of Wisconsin's radio service...Harold McCarty.

McCARTY:

Thank you, Durward Kirby...and how do you do, everyone! You'll need skates on your visit today! For our campus is covered with sleet and ice. The great elms lining the broad slope of Lincoln Terrace leading up the Hill to Bascom Hall are fringed with frost. Those paths winding through the woods along Lake Mendota are deserted...and quiet now.

But soon, out into the clear, cold air some 11,000 students will pour from the lecture rooms and laboratories, released from their last morning classes. And their voices will ring out over the frozen ground...calling greetings...exchanging lecture comments...sharing plans for the holiday season ahead, as they hurry down the hill for lunch.

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\*Planned by H. L. Ewbank, Andrew W. Hopkins, and H. B. McCarty

Such is the spot to which we welcome you today. It's the campus Charles Lindbergh trod...it's the university home of the great naturalist John Muir...the alma mater of the author, Zona Gale, and the actor, Frederic March. It's a campus where college buildings crown wooded hills and overlook a gleaming lake now frozen over...an appropriate site for a center of culture and learning in a State so richly endowed with hills and forests and lakes...

MUSIC: (FADING IN) - UNIVERSITY MEN'S CHORUS - SONGS TO THEE WISCONSIN -  
(FADE FOR)

HARLEY:

"Songs to Thee, Wisconsin", sung by the University Men's Chorus...  
under the direction of Paul Jones...

MUSIC: UP FULL

McCARTY:

Thirty years ago, a wise and visionary man expressed an ideal towards which all effort at the University of Wisconsin should be directed. He was the late Charles R. Van Hise, president of the University at that time. And these were his words:

VOICE: (SIMPLE AND CLOSE MIKE)

"I shall never rest content until the beneficent influences of the University of Wisconsin shall be made available in every home in the State."

McCARTY:

Thirty years ago, that statement made by Charles Van Hise in his inaugural address was startling...novel...even revolutionary. For at that time, universities were looked upon as purely academic centers, serving only those who were privileged to attend. But Van Hise envisioned a greater University, a cultural center whose campus should extend to the borders of the State, a university devoted to the service of all citizens, in school and out.

Today this idea is commonplace. It has won widespread acceptance - and other States have followed the pattern of Wisconsin in university extension.

But even before the inauguration of Van Hise, the University of Wisconsin had begun its program of serving the people of the State... a program about which Noble Clark, Assistant Director of the Wisconsin Experiment Station, will tell you briefly.

NOBLE CLARK:

Yes, back in 1890, Babcock had invented his famous milk test and had given its benefits free to all people everywhere. The story of the Babcock test for butterfat content is known the world over. This test, which took the guesswork and deception out of dairying and revolutionized the industry, was a product of Babcock's work at the University.

Later, out of research at the Agricultural Experiment Station came Russell and Babcock's improved method for the cold curing of cheese...F. H. King's advanced methods of barn ventilation, and the development of round silos for storing succulent winter feed. And through the years, there has followed a series of significant experiments on balanced rations for live stock.

Wisconsin's leadership in dairy farming didn't come through accident. It came from scientific experiments by sincere, earnest men working in laboratories at the University.

Because Wisconsin is primarily a farming State, the people in the cities and villages are directly or indirectly dependent upon rural progress. So all Wisconsin has benefitted from these experiments. A program concerned in the beginning with the interests of farmers, has extended its advantages to all people of the State. The Van Hise idea lives on!

HARLEY:

Each Sunday afternoon in the Rathskellar of the Memorial Union, a string ensemble of students gives a concert of folk songs and favorite melodies representing the various nationalities of Wisconsin. The group is led by a Madison student, William Schempf, and is known as the Musik Stunde String Ensemble. Among the selections of music from other lands which the students enjoy playing are the Gavottes from a suite by Bach... a series of light, rhythmic airs which we invite you to hear now.

MUSIC: MUSIK STUNDE STRING ENSEMBLE - GAVOTTES FROM D MINOR SUITE (BACH)

JERRY BARTELL:

Down through the ages, in every century...in every land...men have worshipped the sun. It furnished them with heat and light...but more... in some mysterious way it seemed to be one source of life itself. And through the years, curious, searching minds have tried to analyze the potent force of sunlight...have tried to trap its rays into a form or substance to benefit people of temperate regions whose clothing and living habits deprive them of the sun's direct effects...to help babies and children who are stunted and deformed for a lack of some magical power imprisoned in the rays of the sun.

Harry Steenbock, of the Agricultural Chemistry Department of the University...has never been a sun worshipper...but he had a curiosity aroused in his student days while working under Dr. Babcock. It had to do with animal nutrition. For years he and E. V. McCollum, now of Johns Hopkins

University, and E. B. Hart, J. G. Halpin, and Miss Helen Parsons, all still active at Wisconsin, had worked on the problem of diet...in a strange underworld of rat villages and chicken pens...tracing down those growth-promoting, disease-resisting substances in food known today as vitamins. They had submitted the trusting rats and chicks to all manner of queer concoctions and diets...and had gone down one blind alley after another...occasionally finding out things that would help farmers raise healthier stock and poultry.

Then, a few years ago...Steenbock got a hunch...

DEAN RUSSELL: (FADING)

Aren't you going home, Steenbock? It's supper time...

STEENBOCK:

Oh, come in Dean Russell. I wish you'd take a look at these charts, ...and these rats...

RUSSELL:

Phew...it's stuffy in here... What rats?

STEENBOCK:

Here...the four in this cage...

RUSSELL:

What's wrong with them?

STEENBOCK:

Look at them...

RUSSELL:

Kind of puny looking, I'd say. What is it...rickets?

STEENBOCK:

Yes...extreme case. McCollum's old diet...No. 3143. Now...come on over here...I want you to look at this cage. (FADING SLIGHTLY)

RUSSELL:

Hmmmm...they look plenty healthy. Look as if they're anxious for a fight. Nothing wrong with them, is there?

STEENBOCK:

Not a thing. Now, look at their charts. They've doubled their weight in 7 weeks...still they're the same age as the first four.

RUSSELL:

What's the diet?

STEENBOCK:

No. 3143...same as the other...exactly.

RUSSELL:

Same as the other! Why haven't they got rickets?

STEENBOCK:

I took that ricket diet...and shoved it under an untraviolet ray lamp. That's the answer, Dean.

RUSSELL:

You mean...that the anti-rachitic vitamin originates wholly from the sunlight?

STEENBOCK:

Exactly. And we can take it out of the sun...and put it into foods...to prevent rickets.

RUSSELL:

Have you tried irradiating other foods?

STEENBOCK:

Yes...rolled oats...wheat flour...milk. Black and I are trying it on others now.

RUSSELL:

Milk? You think you can put sunshine in milk?

STEENBOCK:

Yes. And it keeps that virtue. It doesn't deteriorate...at least in most of the foods we've tried to activate.

RUSSELL:

Have you reported this, Steenbock?

STEENBOCK:

We're writing a paper now.

RUSSELL:

Have you thought...about what this discovery will mean...when a commercial food company gets ahold of it?!

STEENBOCK:

Why, no...no...I hadn't thought...(FADE)

McCARTY:

So Steenbock trapped the sunlight, and discovered the process of imparting into foods, cheaply and easily, that bone-building substance now known as Vitamin D.

And now, with irradiated foods rich in Vitamin D coming into increasing use throughout the world...there's no longer any reason why children anywhere should suffer from rickets. Back of that development there's an interesting story that Noble Clark of the Agricultural Experiment Station can tell in a few words.

NOBLE CLARK:

Yes, Dean Russell was right about commercial organizations. They pounced upon the discovery, and offered huge sums for the patent. Candy companies clamored for the process...chewing gum manufacturers wanted it...cosmetic concerns even sought to inject sunshine into their face creams! Steenbock was in a quandary. He had a discovery he knew was of vital importance to the human race...and yet, if it wasn't controlled, it might easily lead to misuse and exploitation of the public. So out of that problem...the Wisconsin Alumni Research Foundation was born...a unique socialized research organization, in which the profits from findings made at the University are ploughed back into further research in the cause of humanity. To the Wisconsin Alumni Research Foundation, now incorporated under the non-profit laws of the State, Steenbock assigned his discovery...receiving himself only a small percent of the sums derived from the patent. Income from the use of the process goes back into further scientific study and experiment. The Wisconsin Alumni Research Foundation is blazing a trail for the handling of important discoveries of aid to the human race in a manner that will protect the public.

McCARTY:

There we have a striking example of how another discovery in agricultural science brings benefit to all people. The story can be repeated many times over. Just a few years ago, E. B. Hart, at work in his laboratory, pondered the problem of what was causing little pigs on Wisconsin farms to die of anemia. He discovered that a bit of iron and a little copper were exactly what the little fellows need to keep them strong and frisky. Just a farm problem...and yet, medical research men caught up Hart's findings...and found they applied to human beings as well as to farm animals. As a result, children blue with anemia and adults emaciated from long illness have been hastened on their road to recovery through prescription of copper and iron in their diet.

Once again, the benefits of the University have been made available to all people...and the Land Grant College at Wisconsin has helped to meet changing conditions.

JERRY BARTELL:

The story of agricultural research at the University of Wisconsin has an interesting chapter also in the field of plant improvement.

Some years ago - a rather desperate condition among a certain group of farmers was brought to the attention of the Experiment Station. It concerned the growing of cabbage - the main means of livelihood for farmers in certain sections of Wisconsin. Cabbages had developed a serious ailment... and thousands of acres turned yellow and died in mid-summer. Something had to be done, to stop the ravages of cabbage "yellows"...for growers were facing ruin.

So L. R. Jones, recently called to Wisconsin to found a department of Plant Pathology, went out among these cabbage growers....(FADE)

JONES:

You've tried fertilizing...and spraying, Hansche?

HANSCHKE:

Everything I knew. I even sent to Denmark for seed this year... thought maybe that was the trouble.

JONES:

Well...from the looks of the field...I guess that isn't it.

HANSCHKE:

No...I guess not. There are only about three heads left standing.

JONES:

Yes...I noticed that. Why is it, Hansche, that there are always a few cabbages in a field that seem to survive?

HANSCHKE:

Why...just luck, I guess...

JONES:

It's that way in all the fields I've looked at. I..wonder...Do you suppose those plants are really healthy? Or are they just "freaks"?

HANSCHKE:

I don't know...

JONES:

You've never saved the seed from them?

HANSCHKE:

No...it isn't worth bothering with just a couple of heads. I just leave them...

JONES:

Maybe...that's the answer, Hansche. Maybe from the seeds of those heads that seem to resist the "yellows" we can breed a healthy strain. I... I think I'd better find out...(FADE)

JERRY PARTELL:

There followed a few years of tedious, painstaking work. Jones got grovers to bring in to him the few heads from their fields that had resisted the devastating "yellows". Out of these, the "offspring" of one outstanding head was destined to become famous, for they formed the basis of the first successful "yellows" resisting variety of cabbage...the Wisconsin Hollander.

McCARTY:

Such, in brief, is the story of the important work begun by L. R. Jones...the breeding of plants to resist disease. That principle has unlocked the doors to many discoveries. It has been a guiding light in plant research at the Wisconsin Experiment Station. It has led to the development by Jones and his associates of...peas resistant to wilt, beans that resist mosaic, tobacco resistant to root-rot, and other hardy strains.

These findings of Jones, of Hart, Steenbock, King, Russell, and Babcock reflect the spirit of research at Wisconsin.

The University continues in its efforts to serve all people of the State.

MUSIC: MUSIK STUNDE STRING ENSEMBLE - HERD GIRL'S SUNDAY - (FADING FOR)

VOGELMAN:

As a reminder of the Scandinavian contribution to life in Wisconsin, here's our student String Ensemble with a melody by the beloved Norwegian violinist, Ole Bull... "The Herd Girl's Sunday".

MUSIC: UP FULL

HARLEY:

When you visit the campus of the College of Agriculture, you'll want to look in on the activities of the Farm Folk School...one of the most significant developments in training farm youth. Let's visit the Farm Folk School now...as we transfer to their headquarters, where Milton Bliss is waiting to greet you...

SOUND: CHATTER AND SUBDUED LAUGHTER - (FADE FOR)

BLISS:

How do you do, Farm and Home Friends! Here we are in the Recreation Room of Short Course Hall...one of three large buildings at the west end of the agricultural campus that serve as the living and dining rooms of the three hundred young men at the Farm Folk School. Here's where the boys gather several times each week for evening forums, group singing, and the like. This large room has quite an informal atmosphere. There's an easy lounge or two, familiar pictures on the walls, a reading table at one end, a radio in one corner, and a piano in another.

In just a moment we'll have you meet some of these young men.

First, let me say that the Farm Folk School covers a fifteen week period each winter beginning about the middle of November. Attendance during two successive winters is necessary, in most cases, to complete the course.

Here these young men spend their time getting the latest information on practical farming...along with a generous helping of those subjects which provide for social and cultural growth. They study everything from livestock feeding to rural drama, art, and music.

During our brief visit, you will hear from several of the young men in this room, from the dean of the college, the director of the Folk School, and the Folk School Chorus...

Here's a young man. Do you mind if I ask...etc.

Interviews with:

STATE ENROLLEES--

Name, etc.

What brought you here?

What do you intend to do?

Is this your first year?

What schools before this?

OUT OF STATE--

Name, home State

What brought you here?

What do you intend to do?

LEE BURNS--(Dormitories & Commons)

Do these young men have good appetites?

Can you give us some idea as to how much they eat?

Compare with girls' dorms

KIVLIN--

How many counties represented?

How many States represented?

What levels of previous training are represented?

Are there any women enrolled?

Do they have an athletic program?

Have you ever thought about a folk school for girls?

BLISS:

Now we want you to meet our dean, Chris L. Christensen, who, coming to Wisconsin with his background of the Folk Schools of Denmark, reorganized the old and well-known Short Course into the present Farm Folk School.

DEAN CHRISTENSEN:

In addition to the leadership which the Wisconsin College of Agriculture holds in the fields of graduate and undergraduate study, it has pioneered in an interesting and practical form of adult education which we call the Farm Folk School. In it we recognize the importance of providing the same quality of educational opportunity for the young men who plan to return to the farms as for those who go into business and the professions. These young men are here to train themselves for farming, for rural citizenship, and for rural leadership.

This unique educational venture began in 1932. In it technical and scientific training in farming are reinforced with a broader educational plan which includes the social and cultural aspects of rural living.

It now takes the form of adult education patterned after the famous folk schools of Denmark. It is for young men on Wisconsin's farms between the ages of twenty to twenty-six and older. Maturity and a farm apprenticeship are the only requirements for entrance.

The course of study is built around the social and cultural needs, as well as upon the vocational interests of young men. Time in the course of study is found for history, economics, sociology, public speaking, and discussion. Courses in dramatics, music and singing, art and good literature help to provide for the cultural side.

In "forums" conducted regularly three or four evenings a week, these young men confer with leading authorities experienced in current problems and policies in industry, agriculture, government, world relations and transportation.

So here in the Wisconsin Farm Folk School we are training young men to be useful citizens as well as good farmers. Year by year hundreds of these students are returning to their home farms and their communities with a new sense of pride and respect for themselves and for farming. This is what we are striving to do in the Farm Folk School.

BLISS:

To conclude this brief visit, we hear from the Farm Folk School Chorus, directed by W. R. Sur. They're going to sing two short numbers: "God of Our Fathers" and "Gaudeamus Igitur".

MUSIC: FOLK SCHOOL CHORUS - GOD OF OUR FATHERS - GAUDEAMUS IGITUR

BLISS:

So ends our visit with the boys at the Farm Folk School. We return you now to Radio Hall...and William Harley.

HARLEY:

Our program is continued with a brief interlude by the University Band...playing a "Christmas Fantasy" by Lillya.

MUSIC: UNIVERSITY BAND - CHRISTMAS FANTASY - (FADING FOR)

NBC ANNOUNCER:

We pause now for station identification...

12:00 HARLEY:

The Land Grant College broadcast from the University of Wisconsin moves into the second portion of its program with a march written and dedicated to the University by John Philip Sousa. The Band, with Raymond F. Dvorak conducting, plays..."Wisconsin to the Front".

MUSIC: UNIVERSITY BAND - WISCONSIN TO THE FRONT

McCARTY:

Earlier on this program we reviewed a few of the developments in agricultural science at the University of Wisconsin...and we saw how research results in improved farming practices and better living conditions. Just how are the findings of scientists being applied on the farms and in the homes today? For an answer to this question, let's turn to Warren Clark, of the Agricultural Extension Service. Under his supervision, men and women are carrying throughout the State the results of today's science for tomorrow's farming and homemaking. Won't you tell us about some of your extension work, Mr. Clark?

WARREN CLARK:

Our work in extension is devoted to serving agricultural and rural life.

In times of peace and plenty the agricultural extension service has dealt with the many problems of husbandry, of marketing, and of social development. It has helped to stabilize farm incomes, to give greater security to the farm home, and to enrich rural community life. In times of economic stress and strain...when the very foundations of agriculture have been shaken...when the floods, the drought, and ravages by insects have overrun the land...it has thrown its whole resources into the task of helping to meet and master those emergencies. Out of the grim realities of the past it has sought to build for the future a new and better relationship between men and land.

Let me give you an example of how the Extension Service has functioned. In the northern cut-over regions of our State, following the sudden post-war drop in agricultural expansion, there was a vital need for sound long-range planning...planning that would provide for the preservation of our basic land resources...planning that would protect the prospective settler...and planning that would promote both economy and efficiency in government services.

In town halls, in rural schools, and in crossroads stores...in every community throughout the cut-over regions...members of the extension service met with local people. They explained and discussed the land and the economic situation...and what might be done about it. They won the cooperation of local government officials, and as a result...zoning ordinances were enacted in every one of our twenty-four northern and central counties.

Under these ordinances, five million acres of land have been officially closed to future agricultural use and legal settlement. Much of this land was tax-delinquent and most of it unfit for farming. Following the enactment of these ordinances, many isolated settlers, who had been a financial burden to government and had no hope of making good in their former locations, have been relocated and rehabilitated. Public forests which will provide permanent employment, permanent industry, and permanent business are rapidly being developed in the restricted-use districts under these ordinances. Likewise, units of local government made obsolete as a result of rural zoning have been consolidated.

The story of land utilization in Wisconsin has been without precedent in the nation. Today this work in rural zoning goes on...and Wisconsin people are determining in a thoroughly democratic manner the ultimate destiny of their resources in land, in water, and in forests.

Other changes in agriculture and in rural community life will come. Wisconsin agriculture must continue to move forward, constantly adjusting itself to new developments better to serve the man on the land. This is the philosophy that has guided the extension service throughout its entire history. This is the philosophy that must guide it in the future.

McCARTY:

Warren Clark, Associate Director of the Agricultural Extension Service has given us this report of rural zoning...as an example of extension work now in progress.

MUSIC: PIANO INTRODUCTION - CARELESS LOVE - (FADING THROUGH)

KRULEVITCH:

From the plains of the cattle ranch country comes an old Western melody...a cowboy's lament. The Men's Chorus, with Paul Jones directing, sings..."Careless Love".

MUSIC: CHORUS - UP FULL

McCARTY:

The scientist in his laboratory is constantly pushing ahead in his search for the unknown. But the work is not ended when his discovery is made. There follows the need for making it known.

How, then, to hasten the spread of scientific information and the results of research? The University of Wisconsin early recognized the possibility of using radio to reach every home in the State. Here it seemed was an ideal instrument of university extension, an effective medium for achieving the Van Hise goal of a State-wide campus.

And here, briefly, is the story of radio in Wisconsin...

SOUND: TELEGRAPHIC CODE BUZZER TONE.. ..

DIT DAH...DIT DIT DIT... (SIGNAL THREE TIMES)

VOICE: (THROUGH CARBON MIKE...MECHANICAL...POOR QUALITY)

Hello all stations...hello all stations! This is 9XM...9X-Ray Mike... 9XM at the University of Wisconsin calling... This is 9XM...(FADE)...9X-Ray Mike...9XM at the University of Wisconsin calling...9XM calling...(FADING)

McCARTY:

Such was radio at the University of Wisconsin 20 years ago...an intriguing, mysterious apparatus upon which the late Prof. E. M. Terry and his students in the Physics Department experimented with endless patience.

Initial success came in the summer of 1917. Voice signals sent out from old Science Hall were picked up by Malcolm Hanson, a former student of Terry's then in service at the Great Lakes Naval Training Station. Telephonic broadcasting was a reality!

And so was born more than twenty years ago...the radio station of the University of Wisconsin, said to be the oldest of American broadcasting stations. 9XM has become WHA. This State-owned radio station operates with a power of 5000 watts...and is housed in attractive modern studios on the campus...a building known as "Radio Hall"...from which this broadcast is coming to you.

Assisting WHA in reaching the State is WLBL, the Department of Agriculture and Markets station at Stevens Point.

Such are the physical facilities. What of the programs? Since the earliest days, when W. H. Lighty saw the possibilities of university extension by radio, the ideal of public service has motivated all planning...and all progress. Daily throughout the year...the station offers a full schedule of radio service entirely supported by the public, with no advertising. Programs are based on the needs and desires of the people.

This afternoon at 2:00 o'clock...if you lived in the WHA listening area...you would hear a program broadcast directly to schools of the State... (FADING)

PERRIN:

The Wisconsin School of the Air presents..."Journeys in Music Land"...

MUSIC: THEME (8 BARS) - ROSA LET US BE DANCING - PIANO AND CHORUS

PROF. GORDON:

Hello Boys and Girls... Isn't this a fine day! A fine day for music... All right...ready on the first song...here's the pitch...everybody sing!

MUSIC: CHORUS - ROSA LET US BE DANCING - (FADING)

MCCARTY:

And so begins another broadcast by Prof. E. B. Gordon...teaching a class of 11,000 children scattered in classrooms throughout the State... teaching them the joy of music and how to sing. Many of those schools have no other training in music. But the radio, reaching into remote rural areas, brings them the talents of an outstanding teacher. Through the Wisconsin School of the Air the radio provides ten programs each week...to supplement the regular work of classroom teachers.

In Wisconsin schools radio listening is a regular feature of classroom activity...an accepted part of the heritage of a new generation.

Schools comprise but one of the many special audiences for which programs are planned. For out-of-school youth and adults the Wisconsin College of the Air, organized by Harold Engel, provides ten regular weekly courses in subjects such as literature, economics, speech, and music.

Housewives have their daily Homemakers' Hour as a reliable source of help. The Farm Program, maintained constantly since 1919, gives rural Wisconsin a direct contact with its College of Agriculture.

In the field of government, the Wisconsin Political Forum provides free time to candidates for the discussion of campaign issues. While the Legislature is in session, daily broadcasts by the law-makers keep citizens in close touch with affairs of State.

Music, drama, and the arts also have a place in the University's broadcasting service to help in achieving the Wisconsin ideal of...university benefits for all the State. Radio offers a new instrument of university extension and public service...and Wisconsin strives to realize this rich promise.

HARLEY:

A spirited march!...written by Karl King in tribute to the University of Wisconsin and dedicated to the band which plays it now..."Wisconsin's Pride"!

MUSIC: UNIVERSITY BAND - WISCONSIN'S PRIDE

McCARTY:

Many of the activities in Wisconsin's plan of "carrying knowledge to the people of the State" are centered in the University Extension Division... a type of service that was first definitely organized in this country by the University of Wisconsin more than 30 years ago.

From a vine-covered building, nestling against the shoulder of Observatory Hill on the west slope of the campus...extension services reach out to the far corners of the State...and beyond.

One of these services is that of the Department of Debating and Public Discussion. And our tour today includes a brief visit with Miss Almere Scott, the Director of that department. Miss Scott, you won't mind my asking you a few questions, will you?

SCOTT:

Not if they're about my department...

McCARTY: (LAUGH)

They will be...because we want to know exactly what your work is...

SCOTT:

Well, I'll tell you. It's our job to furnish package libraries... and to give help to discussion and debate groups anywhere in the State...

McCARTY:

Just what, for instance, does a package library contain?

SCOTT:

It's a collection of reference material which our staff selects for a specific need on some worth-while subject...and it includes pamphlets... articles from periodicals...newspaper clippings, books, and so on.

McCARTY:

What subjects, for instance?

SCOTT:

Oh...we get a lot of requests from young people for material on vocational guidance. We get requests from civic organizations for help in studying problems such as consumer guidance, crime prevention, conservation, relief methods...almost any topic under the sun.

McCARTY:

I see. How widely is this service used, Miss Scott?

SCOTT:

Last year, every county in the State used the loan package library. Over 12,000 packages were lent...to 1100 towns. Most of these requests came from communities that have no public library.

McCARTY:

No wonder you and your staff are so busy, then! Let's stop next for a few words with the director of Field Organization. Mr. Allen, what's the purpose of your work?

ALLEN:

We set up regular university classes in communities throughout the State...for freshmen, and in some cases, sophomore work.

McCARTY:

For persons who can't come to the University in Madison, I judge?

ALLEN:

Yes. They can earn at home regular credit towards graduation.

McCARTY:

How extensive is this project?

ALLEN:

We have 17 centers in the State outside of the University at Madison and the two-year extension center at Milwaukee.

McCARTY:

And how many students?

ALLEN:

More than 3,000.

McCARTY:

Does that include correspondence students?

ALLEN:

Oh no...That's another story. You'd better ask Dean Holt about that.

McCARTY:

All right...we're coming to him later. First, let's find out about the adult work. And that brings us to Dr. R. J. Colbert. Suppose you give us an example of what's going on in adult education, Dr. Colbert...

COLBERT:

Glad to...I think one of the best examples is our Dodge County Forum. Each Friday evening almost three hundred people from all parts of Dodge County come together for study and discussion. They take up social, economic, and governmental problems...problems that concern them and their children. They choose the subjects themselves.

McCARTY:

But the University provides a leader or teacher, doesn't it?

COLBERT:

Oh yes...that's part of our program in encouraging adult education.

McCARTY:

Good! And now we come to another interesting service, the Bureau of Dramatic Activities. Miss Rockwell, what's the purpose of your department?

ROCKWELL:

We encourage the use of the drama in the schools, churches, clubs, and communities of the State to create worth-while recreation and entertainment.

McCARTY:

Just how do you accomplish this?

ROCKWELL:

We help to train local leaders...hold institutes and play festivals... provide play lists, bulletins, and technical books on the drama...and we help in the production of plays by local groups and little theatres.

McCARTY:

What a fine service that is! And over across the way is the Bureau of Visual Instruction. Let's ask J. E. Hansen, Chief of that Bureau a few questions. I understand you have a big library of movies and slides, Mr. Hansen...

HANSEN:

Yes...we have more than 1300 silent films and 400 sound films.

McCARTY:

Say, you could run movies with double features from now on, couldn't you? But of course these films are for education, not entertainment?

HANSEN:

Yes, that's right.

McCARTY:

Who uses them?

HANSEN:

Last year we distributed films and slides to about 500 schools and 400 communities.

McCARTY:

Certainly that's an important work. And now...here's the gentleman who directs all these Extension activities, Dean Frank O. Holt. A few moments ago someone mentioned the correspondence work. Will you tell us something about that, Dean Holt?

HOLT:

Yes...that's one of a number of things you haven't covered in this short tour. We have almost 8,000 residents of Wisconsin studying with the University by the correspondence method. This service is available to persons wherever they can be reached by the United States Mail. It covers not only the State of Wisconsin but other States and even foreign countries. This correspondence teaching and the other activities, some of which you've heard about today, represent our effort to achieve the goal set by Van Hise and our first dean of Extension, L. E. Reber. They didn't believe in handing down knowledge from on high. They stood for standards and methods that would take the university to the people...and adapt it to their needs and capacities. And that's just what we're trying to do today.

McCARTY:

Thank you, Dean Holt...and our thanks to your associates, too.

PERRIN:

To represent the Middle European culture among the people of our State and university, the Men's Chorus sings a Czecho-Slovakian folk melody... "Song to Bohemia".

MUSIC: MEN'S CHORUS - SONG TO BOHEMIA

McCARTY:

Down through the years has come the ideal of a great university serving the interests of all people in the State. We have witnessed today a number of ways in which the University has tried to reach that goal. And now comes a new President...a man with qualities of vigorous leadership, to give further interpretation to that ideal...to indicate new responsibilities of the modern university in meeting changing conditions. It's a great pleasure to present to you now the President of our University...Clarence A. Dykstra...

PRES. DYKSTRA:

The University of Wisconsin appreciates the opportunity which has given the Land Grant Colleges to tell a story of such importance to the life of the nation. The Land Grant College here at Madison is an integral part of the University. It has its associations with all of the other colleges and professional schools on the campus; we are happy in the relationship and with the co-operation which is possible because of such an arrangement. Doubtless one of the compelling reasons for the announcement of what has come to be known as "the Wisconsin idea" was the experience of the Land Grant Colleges in off campus activities. When President Van Hise declared that he believed the University should serve every home in the State he was boldly proclaiming for the whole university a theory of education which was implicit in the Land Grant College idea.

Here at Wisconsin, then, we proceed upon the premise that the State is our campus and that our responsibility is to all of the people of the State. Ours is not the cloistered attitude toward education. We ask that the University keep in touch with life as it is being lived from day to day...and that it make its contribution to the knowledge about human beings and their environment which will aid in the solutions of problems challenging individuals and society at every turn.

We believe that thought without action is the parent of action without thought. We see evidences all over the world today of hasty action which has plunged educational systems into chaos or routinized them into conformity with a current theory of power. Unless the educational process helps the democratic way of life to meet and solve its problems with patience and sanity, our path may become steep and thorny in the coming years.

And so here in Wisconsin we have an established faith that education must permeate the country side and the urban centers and bring, not only to youth but to adults as well, the record of human achievement, the processes of day to day experimentation and development, and something of man's possibilities in the light of historic record and his current activities. Such a program we believe is the responsibility not only of the Land Grant College but of the whole university.

Not only should agriculture and the mechanic arts be handmaidens of society in the broadest sense but also engineering, law, medicine, and other professions and our letters and science establishments have their contributions to make in the life we live. All of these disciplines and the educational processes which attend them must have their roots in and get their support from the people of the whole State.

We look forward to a future in Wisconsin in which education and life proceed together on the great adventure which still faces humanity. Institutions, after all, are but the lengthened shadows of human beings representing their experiences and their hopes and aspirations. Their function is to serve man and society. Man lives in society; he does not exist in a vacuum; he is not an individual on the loose. Here in this university we recognize this fundamental fact, and we desire in our service to man to serve the society which makes it possible for man to be an individual. It may be a long, slow climb, but we gladly continue the journey on which we have set out. This I believe to be the essence of the Wisconsin Idea to which we subscribe, and to it we pledge our continuing allegiance.

McCARTY:

You've heard Clarence A. Dykstra, President of the University of Wisconsin. And now our program ends as it began...with the band playing "On Wisconsin", followed by the traditional "Varsity Toast"...

MUSIC: UNIVERSITY BAND - ON WISCONSIN - VARSITY TRIO - (FADING FOR)

NBC ANNOUNCER:

So ends our visit to the University of Wisconsin. You have heard another in the series of broadcasts planned to show how the Land Grant Colleges aid in meeting changing conditions.

MUSIC: UP FULL TILL TIME BREAK

NBC ANNOUNCER:

12:29;20:

In the program today, Harold McCarty served as narrator...with continuity by Leora Shaw, and Gerald Bartell in charge of production. The broadcast originated in the studios of WEA, the University's own station in Madison, Wisconsin...and came to you through the facilities of the National Broadcasting Company.

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